

**CONTINUUM MAGAZINE READER SURVEY**  
**OCTOBER 2008**

**1. Please note your association with the University of Utah (check all that apply):**

Alumnus/a	96.1%	1063
Faculty	2.7%	30
Staff	3.3%	36
Friend/Donor	9.4%	104
Other	1.7%	19

**2. Your gender:**

Male	64.4%	705
Female	35.7%	391

**3. Your age:**

Under 25	0.9%	10
25-34	12.6%	139
35-44	14.6%	161
45-54	22.8%	251
55-64	23.1%	254
65 and over	26.1%	287

**4. Number of people in your household who read *Continuum*:** 1.3

**5. Current household annual income before taxes or deductions:**

\$1 - 19,999	1.9%	19
\$20,000 - \$39,999	5.4%	55
\$40,000 - \$59,999	10.1%	102
\$60,000 - \$84,999	14.9%	151
\$85,000 - \$109,999	16.8%	170
\$110,000 - \$134,999	14.2%	144
\$135,000 or more	36.9%	374

**6. The highest level of education you have achieved:**

High School	0.1%	1
Some college	1.0%	11
Bachelor's degree	30.2%	333
Some graduate work	13.1%	144
Graduate degree	32.8%	361
Ph.D., J.D., M.D.	25.4%	280

**7. How much of *Continuum* magazine do you usually read?**

All	11.5%	126
Most	39.0%	426
Some	31.8%	347
A little	10.3%	112
None (Skip to #11)	8.1%	88

**8. Please indicate which section(s) of *Continuum* you generally read (check all that apply):**

Up Front	52.4%	509
Gazette	26.6%	259
Feature articles	83.0%	807
Sidelines (sports)	43.2%	420
Alumni profiles	68.9%	670
Spotlight (faculty/staff profile)	53.6%	521

Bookshelf	26.9%	261
Alumni Association News	47.3%	460
Through The Years (alumni notes)	55.3%	538
And Finally	26.9%	261

**9. How effective do you think *Continuum* is in communicating the University of Utah's activities and achievements to readers?**

Excellent	30.4%	299
Good	60.0%	589
Fair	8.9%	87
Poor	1.1%	11

**10. How would you rate the quality of *Continuum* overall (writing, layout and design)?**

Excellent	41.9%	417
Good	48.4%	482
Average	7.9%	79
Fair	2.1%	21
Poor	0.0%	0

**11. If you don't read *Continuum*, please indicate why (check all that apply):**

Lack of time	58.3%	180
Lack of interest	22.0%	68
Lack of relevance	24.6%	76
Other	21.7%	67

**12. Have you ever read *Continuum* online?**

Yes	10.4%	113
No	89.7%	973

**13. Are you a dues-paying member of the University of Utah Alumni Association?**

Yes	35.4%	385
No	54.0%	587
Don't know	10.9%	118

**14. Dues-paying members of the University of Utah Alumni Association receive *Continuum* magazine as a benefit of membership. Would you consider paying the \$36 annual membership fee in order to receive all four issues of *Continuum* each year?**

Yes	19.6%	193
No	51.2%	505
Maybe	29.5%	291

**15. What is your primary source of information about events and activities at the University of Utah?**

U of U Web site	26.0%	278
Departmental or college newsletters	19.6%	210
<i>U-News &amp; Views</i>	19.7%	211
<i>Continuum</i> magazine	50.7%	543
Word-of-mouth	23.6%	253
Other	13.6%	146